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ABSTRACT

This annotated bibliography contains a list of readings compiled for a course in magazine editing at the University of Illinois. This bibliography includes materials on the history of magazines, advertising in magazines, readership and audience studies, analyses of magazine content, information on magazine circulation, editorial research and its uses, legal aspects of magazine production, and magazine layout and production matters. While this bibliography was intended for use in a college magazine editing course, the materials covered could also be adapted to advanced high school journalism courses on the magazine and the media. The sections on magazine content, advertising in magazines, history, and the law could be especially relevant to scholastic journalism. (RB)

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A BIBLIOGRAPHY
FOR THE STUDY OF MAGAZINES

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FOREWORD

This bibliography had its beginning in a list of readings compiled for a course in magazine editing started at the University of Illinois twelve years ago. That list represented the work of four College of Communications faculty members, Dean Theodore Peterson, Professor Glenn Hanson, Professor Richard Hildwein and me.

In February, 1966, it was made generally available in pamphlet form by the College's Institute of Communications Research, and a revised edition was published in 1968. The present edition updates the contents through 1971 (with more than 200 new entries) and corrects some inaccuracies in earlier editions.

This list was and is intended to be selective. Thus although it has grown longer since 1960, a few entries which have clearly become dated have been dropped. But because in tracing developments in the magazine industry, contemporary comment sometimes is as valid (and often more interesting) than comment made in perspective, many entries have been kept even though they have been in part superseded.

It is supposed that people interested in magazines will keep up with current trends through day-by-day reading. Newspapers tell more about the magazine world than they did a decade ago, particularly the Washington Post, the Wall Street Journal and the New York Times. Curiously, there is no magazine devoted mainly to magazines; but Advertising Age remains perhaps the best single source of news. From time to time, news of the industry is reported in such other periodicals as Editor and Publisher, Time, Newsweek and the Saturday Review. The weekly Gallagher Report offers interesting information, statistics and gossip. Reporting, the official magazine of the International Council of Industrial Editors, carries a number of articles about problems and policies of company publications; American Business Press from time to time issues reports and discussions on problems of business paper editing.

For many of the annotations in this bibliography I am indebted to the three colleagues already mentioned and to Dr. Eleanor Blum, the College's librarian. The present listing and arrangement are my doing, and any errors of omission or commission are mine.

J. H. Schacht
Urbana, Illinois

January, 1972

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- Sawyer, Howard G., "Franchise Circulation," Media/scope 5 (Feb., 1961) 92-7. (What it is, how it started, how it works. Simply, it is a means of distributing magazines from publisher to reader through third party who provides list and pays to have magazines sent by his "courtesy.")
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- Archie, David E., "Thinking of Launching a Magazine? Editor of Iowan Tells How," Quill 43 (Aug., 1955) 8.
- Fischer, John, "Editor's Trade," Harper's 231 (July, 1965) 16f. (Remarks that it's hard to say how an editor should do his job. He does think an editor should be curious, enthusiastic and "ruthless.")
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Manischewitz, Howard, "The Six Types of External House Organs," Printers' Ink 223 (June 11, 1948) 35.

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CLASSES OF MAGAZINES

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- "Survey Sample: 'Shelter' Magazines," Columbia Journalism Review (Summer, 1964) 32-3. (A brief survey which finds that leading American "home" magazines are designed primarily to "increase consumer appetites for the goods displayed.")

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(The autobiography of the editor who moved the *Ladies' Home Journal* into the big-time and who strongly influenced the direction of other women's magazines.)
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- Joost, Nicholas, Years of Transition: The Dial, 1912-1920 (Barre, Mass.: Barre Publishers, 1967). (Earlier years of this literary magazine.)
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- O'Neill, William L. (ed.), Echo of Revolt: The Masses (Chicago: Quadrangle Books, 1966). (A good short introduction precedes an anthology of material from this important radical magazine.)
- Oursler, Fulton, Behold This Dreamer! (Boston: Little, Brown, 1964). (Autobiography. Seventy-five pages are concerned with his career as editor of Macfadden publications.)
- Oursler, Will, Family Story (N.Y.: Funk & Wagnalls, 1963). (Parts of the story of the Oursler family describe the author's father, Fulton Oursler, in his editorial work for Macfadden publications and Reader's Digest.)
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- Podhoretz, Norman, Making It (N.Y.: Random House, 1967). (Editor of Commentary tells how he got there.)
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